

Research Paper

Acas Helpline Evaluation 2011
Summary report

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1 EXECUTIVE SUMMARY

Respondent profile (see chapter 3)

In line with previous results, employees continue to comprise the largest proportion of callers (46 per cent), whilst employers make up just over one quarter of survey respondents (27 per cent).

The three predominate main call subject areas were discipline, dismissal and grievance (27 per cent), contracts (23 per cent) and redundancy, lay-offs and business transfers (19 per cent).

The mean number of calls each respondent made to the Helpline in the 12 months preceding the survey was 3.0, however there is significant variation by caller type.

Overall satisfaction with the Helpline (see chapter 4)

Overall, 94 per cent of callers were satisfied with the service they received from the Acas Helpline. This is in line with previous research. Nearly all callers (94 per cent) would recommend the Acas Helpline.

For information about employment issues in the future the vast majority of Helpline callers would use the Helpline (95 per cent) again, over eight in ten would use the Acas Website (83 per cent), whereas just over half (53 per cent) would consult Acas publications.

Over four in five Acas callers found that the information provided by the Helpline answered their enquiry in full (86 per cent), helped them to decide what to do next (85 per cent), and/or was valuable to them (87 per cent).

Acas callers had positive perceptions of Acas advisers, with all potential adviser skills listed receiving a positive score from at least four out of every five Acas callers (between 79 per cent and 98 per cent).

Call outcomes (see chapter 5)

The most popular option for all callers to pursue after calling Acas was to discuss the problems with management, employee(s) or HR (45 per cent).

Nearly half of all employers (47 per cent) reported that they had updated or improved the policies at their workplace after speaking to Acas. A third of all employers (33 per cent) had implemented new policies after speaking to Acas.

Two in five employees and former employees (39 per cent) discussed making an ET claim in the course of their call. Of those who discussed the option of making an ET claim with the adviser:

- 15 per cent have subsequently made a claim.
- Nearly three in five (54 per cent) have not subsequently made a claim but at the time of completing the questionnaire were still thinking about it.
- 30 per cent had not subsequently made a claim and are no longer thinking about doing so.

Overall, 86 per cent of former and current employees who discussed the option of making a claim to the ET with an adviser found their call to the Acas helpline to be important in helping them decide whether or not to make a claim.

23 per cent of employee callers who were considering and discussed making an ET claim decided against this course of action as a result of their call.

Experience and awareness of the Helpline (see chapters 6 and 7)

Nearly all callers (97 per cent) were able to speak to an Acas adviser on their first call to the Helpline. Over nine in every ten callers (91 per cent) reported that the length of their conversation with the Acas adviser was 'about right'.

Callers were most likely to become aware of the Acas Helpline via a recommendation from a work colleague or friend (37 per cent), or via the Acas website (36 per cent). Of those who had internet access, half (49 per cent) had tried to find the answer to their query on the Acas website before calling the Acas Helpline.

Just one in five callers (19 per cent) thought that they could have obtained similar advice or support from an alternative source.

Conclusions

Callers continue to think positively towards Acas – overall satisfaction remains high with 94 per cent of all callers being satisfied with the service they received. This is further endorsed by the fact that 95 per cent would use the Helpline again, and 94 per cent would recommend the service.

There are key differences by caller type, especially around frequency of use of the Helpline (employers and employer representatives tend to call more frequently, whilst employees have more one off enquiries), and action taken after the call (employers and employer representatives were more likely than all other groups to apply or implement the changes recommended by Acas).

2 INTRODUCTION

This summary report outlines the findings from research carried out by ORC International on behalf of the Advisory, Conciliation and Arbitration Service (Acas) to evaluate its telephone Helpline service. It focuses on the main findings from the 2011 Acas Helpline survey, and includes sub group analysis predominantly by caller type.

2.1 Background and Research Objectives

The Acas national Helpline provides advice on employment relations issues to employers, employees and their representatives, dealing with approximately one million calls each year across 12 regional offices.

The key objective of this research is to measure customer attitudes towards and experiences of the Acas Helpline, to provide an update of the current position, and enable comparisons with previous survey data.

2.2 Notes on Analysis

Differences in findings are only noted where they are significant at the 95% confidence level. A 'significant' difference between two groups means the difference is statistically valid and so likely to be due to real differences in the population and not due to chance. The measure used means we can be 95% confident that significant differences reported are not due to chance.

Throughout this report, the following naming conventions have been used:

- The Acas national Helpline is referred to as 'the Helpline';
- Callers who contacted the Helpline on behalf of an employer are referred to as 'employer representatives'; and
- Callers who contacted the Helpline on behalf of an employee are referred to as 'employee representatives'.

Respondents who failed to provide a response have been excluded from the analysis in most cases, as with previous waves of the survey of the Helpline.

Research methods, research materials and further demographics are provided in the Appendix.

2.3 Trend data

Where trend data is shown in relation to previous evaluations of the Acas Helpline survey, it has been taken from the two survey waves carried out in 2009 (published in 2010) by TNS-BMRB Social Research.

3 RESPONDENT PROFILE

Summary

- In line with previous results, employees continue to comprise the largest proportion of callers (46 per cent), whilst employers make up just over one quarter (27 per cent) of survey respondents.
- The three predominate main call subject areas are discipline, dismissal and grievance (27 per cent), contracts (23 per cent); and redundancy, lay-offs and business transfers (19 per cent).
- Nearly two in five respondents (38 per cent) had contacted the Helpline just once in the 12 months preceding the survey. The mean average number of calls across all caller types was 3.05, however there was considerable variation by caller type.

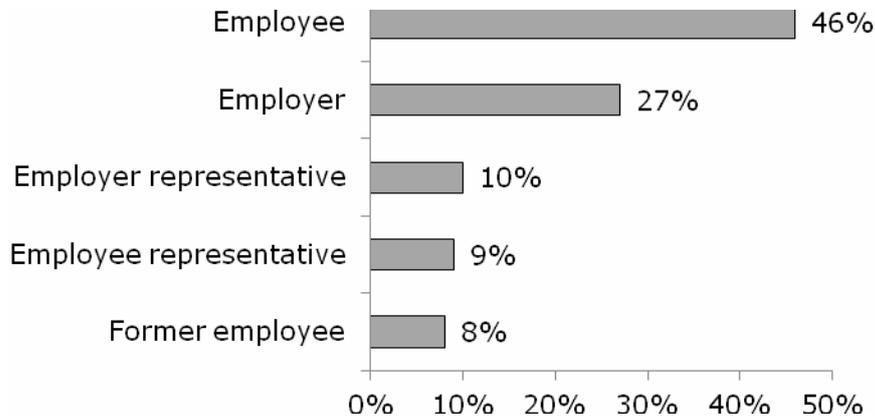
In terms of the respondent profile:

- More than four in every five callers (87 per cent) were not members of a trade union;
- Three in five callers were female (63 per cent), in line with previous surveys – employer representatives were more likely to be female (89 per cent) than all caller types. Further details are available in Figure 2 on page 8, and Figure 13 in the Appendix;
- Two in five callers were aged between 25 and 44 (40 per cent), and a slightly higher proportion (44 per cent) were aged between 45 and 64;
- The vast majority of callers (96 per cent) spoke English as their first or main language;
- Four in five callers (83 per cent) did not have a long term illness, health problem or disability that could be expected to last for more than one year;
- Nine in ten callers (90 per cent) were white, and classified themselves as English, Scottish, Welsh, Northern Irish, British, Irish, or any other white background;
- The vast majority of callers (94 per cent) described their sexuality as 'heterosexual or straight';
- Just over two thirds of callers were Christian (68 per cent), and just over one quarter stated that they had 'no religion' (27 per cent).

3.1 Caller Type

As outlined below in Figure 1, employees made up the largest proportion of callers to the Helpline (46 per cent), followed by employers who constituted just over one quarter of callers (27 per cent).

Figure 1: Caller Type



Source: Q11: When you rang the Acas Helpline, were you calling...? (Base: 915; Employee – 421, Employer – 249, Employer representative – 90, Employee representative – 81, Former employee – 74)

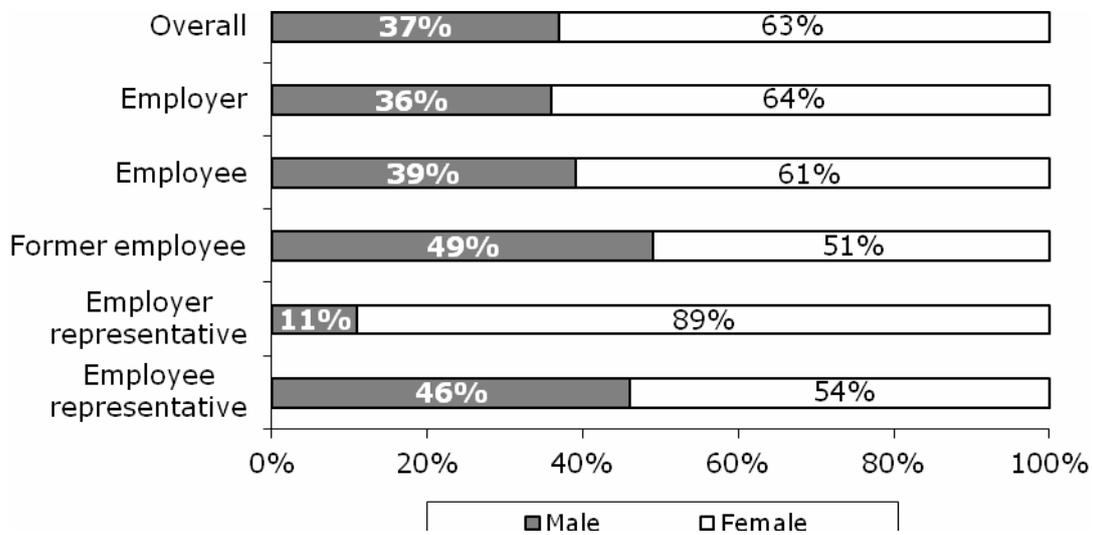
Nearly three quarters of the employer representatives were directly employed by the organisation they made the call about (71 per cent). If these callers were reclassified as employers¹, the proportion of employer callers increases from 27 per cent to 34 per cent, and employer representatives decreases from 9 per cent to 3 per cent.

3.2 Caller Gender

Three in five callers were female (63 per cent) however, as shown in Figure 2 overleaf, this varied considerably by caller type with employer representatives more likely to be female (89 per cent) than all other caller types.

¹ Although these respondents identify themselves as representatives, it is potentially more accurate to reclassify callers directly employed by the organisation as employers (for example, they might be a HR representative).

Figure 2: Caller Type by gender



Source: Q11: When you rang the Acas Helpline, were you calling...? (Base: 915; Employee – 421, Employer – 249, Employer representative – 90, Employee representative – 81, Former employee – 74); Q40: Are you... (Base: 855)

As referenced in the 2009 Helpline survey², the over-representation of female callers has been a long established trend. For employer callers, the skew towards female callers can perhaps be explained by a higher proportion of female workers in HR and personnel roles. For employee callers, the cause of this discrepancy is less clear as 53 per cent of the workforce (including both full-time and part-time workers) is male³.

3.3 Callers Job Details

In total 61 per cent of respondents worked for small or medium sized enterprises (SMEs) – this included those who worked for an organisation with fewer than 250 employees and those who worked at a workplace with fewer than 250 employees which was not part of a larger organisation⁴.

Callers to the helpline were also more likely to:

- Be working at an organisation that has been in business for five or more years (79 per cent);
- Work in the private sector (63 per cent, compared to public sector (21 per cent) and voluntary sector (7 per cent));

² Thornton, A. and Fitzgerald, N. *Acas Helpline Evaluation 2009*, (Ref. 03/10). Available to download from www.acas.org.uk/researchpapers

³ Labour Market Statistics: March 2012, ONS, March 2012

⁴ This has been calculated as a proportion of the 890 respondents who answered Q30 about the number of employees at their workplace.

- Work at an organisation connected with human health and social work activities (14 per cent – a full industry breakdown is available in Figure 18 in the Appendix);
- Be a manager, director or senior official (33 per cent overall, but significantly higher for employers (61 per cent) compared to all other caller types)
- Be a full time employee (working 30 or more hours per week; 66 per cent);
- Not have a personnel or human resources specialist or department (51 per cent);
- Be aware that their workplace does have formal discipline and grievance procedures (75 per cent).

3.4 Subject areas of the call

Figure 3 overleaf shows helpline calls by the main subject of enquiry across the last three waves of research. In line with previous surveys, the three predominate subject areas in 2011 were:

- Discipline, dismissal and grievance;
- Contracts; and
- Redundancy, lay-offs and business transfers.

Figure 3: Helpline calls by main subject of enquiry (%)

	Wave 1 - 2009	Wave 2 - 2009	2011 ⁵
Caller Type	Main Subject (%)	Main Subject (%)	Main Subject (%)
Discipline, dismissal and grievance	19	25	27
Contracts	15	14	19
Redundancy, lay-offs and business transfers	35	24	23
Holidays and working time	8	10	7
Absence, sickness and stress	5	5	7
Wages (including NMW)	5	8	6
Maternity, paternity and adoption	6	7	5
Diversity and discrimination	2	3	3
Others	1	3	2
Family friendly policies	2	1	1
Other			1

Source: Q5: From the list of subjects below, please indicate which were covered by your query (2011 Base: Main subject: 846)

When looking across historical data, it is evident that the proportion of calls received about redundancy, lay-offs and business transfers has decreased over time from 35 per cent in wave 1 (January 2009), down to 24 per cent in wave 2 (October 2009), and 23 per cent in the most recent survey (November 2011). This fall in redundancy-related calls could be explained by economic factors: the UK economy was in recession during both waves of the 2009 evaluation with wave 1 taking place during the quarter in which UK Gross Domestic Product (GDP) fell the most.

A full analysis of call topics by gender and caller type is available in the Appendix, as Figures 16 and 17 respectively.

3.5 Frequency of use

The mean number of calls each respondent made to the Helpline in the 12 months preceding the survey was 3.05, however this varied considerably by caller type, as outlined overleaf in Figure 4.

⁵ For the purpose of this table, 'main subject' has been defined in 2011 as the only subject selected in Q5 part 1, or the subject identified as the main subject in Q5 part 2 by respondents who made a call to the Helpline covering more than one subject.

Figure 4: Number of times used the Acas Helpline (mean score)

	Total	Employer	Employee	Former Employee	Employer Rep	Employee Rep
Mean calls	3.05	4.03	2.10	2.00	6.62	2.14
Median calls	2	3	1	1	4	1
Base	870	232	403	71	85	79

Source: Q26: Approximately how many times in the last 12 months have you used the Acas Helpline? (Base: 902)

The mean number of calls by caller type is significantly higher for employer representatives (6.62) than for all other caller types and for employers (4.03) compared to employees (2.10), former employees (2.00) and employee representatives (2.14).

Nearly two in five respondents (38 per cent) had called the Helpline once in the past 12 months. Employees, former employees and employee representatives were more likely to have only called the Helpline once in the past 12 months (47 per cent, 47 per cent, and 52 per cent respectively), compared to employers (22 per cent) and employer representatives (16 per cent). Correspondingly, a higher proportion of employers and employer representatives have called 6–10 times in the last 12 months (17 per cent and 29 per cent respectively).

4 OVERALL SATISFACTION WITH THE ACAS HELPLINE

Summary

- Overall, 94 per cent of callers were satisfied with the service they received from the Helpline. This is in line with previous research.
- Nearly two in five respondents (38 per cent) stated that they were 'extremely satisfied' with the service received and 36 per cent were 'very satisfied'. By adding these groups together we can say that 75 per cent of callers were 'highly' satisfied (either extremely or very satisfied).
- More than nine in every ten callers (94 per cent) would recommend the Acas Helpline to a friend or work colleague.
- The majority of Helpline callers would use the Helpline (95 per cent) or the Acas Website (83 per cent) for information about employment issues in the future, whereas just over half (53 per cent) would consult Acas publications.
- Over four in five Acas callers found that the information provided by the Helpline answered their enquiry in full (86 per cent), helped them to decide what to do next (85 per cent), and/or was valuable to them (87 per cent).
- Acas callers had positive perceptions of Acas advisers, with all attributes receiving a positive score from at least four out of every five Acas callers (between 79 per cent and 98 per cent).

4.1 Overall Satisfaction

Overall, more than nine in every ten Acas callers (94 per cent) were satisfied⁶ with the service they received from the Helpline. As can be observed in Figure 5 overleaf, satisfaction is highest amongst employer representatives (100 per cent), than all other caller types (employers – 95 per cent, employee representatives – 94 per cent, employees – 92 per cent and former employees – 90 per cent).

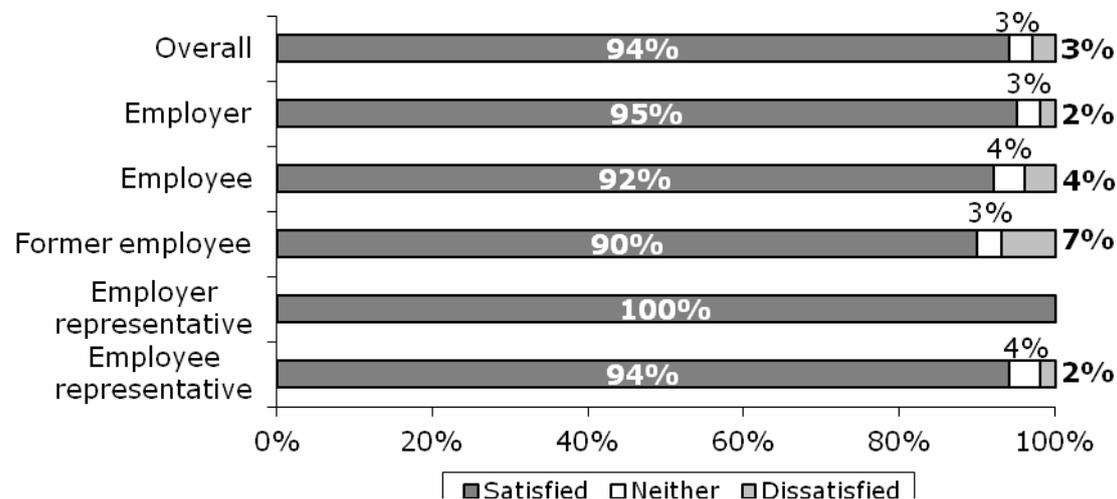
Compared to Acas' previous Helpline surveys, overall satisfaction has remained stable in recent years (satisfaction levels totalled 95 percent in October 2009, 93 percent in January 2009, and 94 per cent in both 2007 and 2005).

Nearly two in five respondents (39 per cent) stated that they were 'extremely satisfied' with the service received and 37 per cent were 'very satisfied'. By adding these groups together we can say that 75 per cent of callers were 'highly' satisfied (either extremely or very satisfied). This is a slight drop from wave 2 of

⁶ Satisfaction has been calculated using the first 3 points of the 7-point satisfaction scale, and includes callers who were extremely, very or fairly satisfied.

2009, when 81 per cent of callers were 'highly' satisfied, but consistent with wave 1 of 2009, when 75 per cent were 'highly' satisfied. A further 18 per cent of respondents reported that they were 'fairly satisfied' with the service they received from the Acas Helpline.

Figure 5: Overall satisfaction with the service received from the Acas Helpline



Source: Q9: Considering everything, how satisfied or dissatisfied were you with the service you received from the Acas Helpline? (Base: 915; Employee – 418, Employer – 249, Employer representative – 90, Employee representative – 81, Former employee – 73)

Satisfied callers:

- Were calling about holidays and working time (98 per cent satisfied) or redundancy, lay offs and business transfers (95 per cent satisfied), compared to absence, sickness and stress (87 per cent satisfied);
- Were also satisfied with the length of time taken to answer their call⁷ (97 per cent satisfied), compared to those who provided a neutral response (80 per cent satisfied), and those who were dissatisfied with the length of time taken to answer their call (79 per cent satisfied);
- Agreed that the information provided answered their enquiry in full (99 per cent satisfied), or provided a neutral response (74 per cent satisfied), compared to those who disagreed that the information provided answered their enquiry in full (23 per cent satisfied);
- Agreed that the information provided helped them to decide what to do next (99 per cent satisfied), or provided a neutral response (80 per cent satisfied), compared to those who disagreed that the information provided helped them to decide what to do next (17 per cent satisfied);
- Agreed that the information provided was valuable to them (99 per cent satisfied), or provided a neutral response (71 per cent satisfied), compared to those who disagreed that the information provided was valuable to them (18 per cent satisfied);

⁷ Satisfaction with the length of time taken to answer their call has been calculated using the first 3 points of the 7-point satisfaction scale, and includes callers who were extremely, very or fairly satisfied.

- Did not think that they could have obtained similar advice or support from an alternative source (98 per cent satisfied), compared to those who did think they could have obtained similar advice or support from an alternative source (85 per cent satisfied).

In terms of demographics, most satisfied callers:

- Did not have a long term illness, health problem or disability (95 per cent satisfied), compared to those who did (89 per cent satisfied)
- Did not work at a workplace which was part of a larger organisation (95 per cent), compared to those who did (91 per cent).

There were no significant differences in satisfaction related to organisation size.

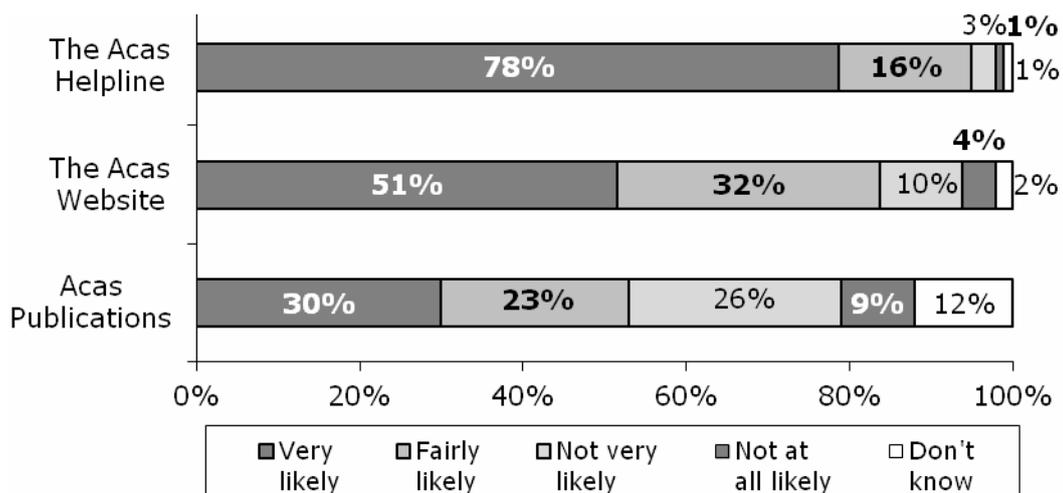
4.2 Advocacy

Overall advocacy of the Helpline remains high. Whilst the vast majority of all callers (94 per cent) agreed that they were likely to recommend the Acas Helpline to a friend or work colleague, this figure is slightly higher for employer representatives (99 per cent agreed) and employers (96 per cent agreed), than it is for employees (92 per cent agreed).

4.3 Using Acas services in the future

As illustrated below in Figure 6, the majority of Helpline callers felt they were likely to use the Helpline (95 per cent) or the Acas Website (83 per cent) for information about employment issues in the future, whereas just over half (53 per cent) would consult Acas publications.

Figure 6: Using Acas Services



Source: Q29: Please indicate how likely or unlikely you are to use the following sources for information on employment issues in the future: The Acas Helpline (Base: 904), The Acas Website (Base: 812), Acas Publications (Base: 772)

Looking in more detail by caller type;

- Employers, employer representatives (both 86 per cent) and employee representatives (91 per cent) were more likely to state that they would use the Acas website in the future than former employees (72 per cent very or fairly likely);
- Former employees are least likely to use the Acas Helpline, website or publications as sources of information on employment issues in the future.

4.4 Information provided

Over four in five Acas callers found that the information provided by the Helpline answered their enquiry in full (86 per cent), helped them to decide what to do next (85 per cent), and/or was valuable to them (87 per cent).

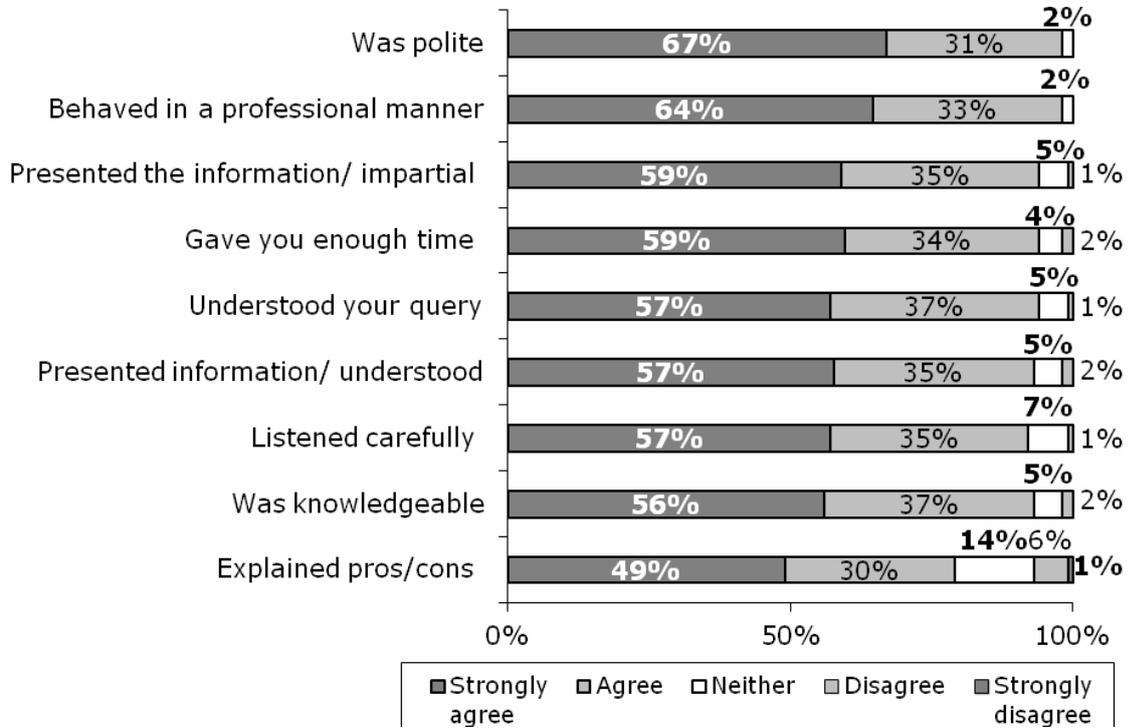
In terms of caller types:

- Employers were more likely than employees to agree that the information provided answered their enquiry in full (90 per cent, compared to 83 per cent);
- Employers and employer representatives were more likely to agree that the information provided helped them to decide what to do next than employees or former employees (90 per cent and 92 per cent, compared to 82 per cent and 80 per cent respectively);
- Employers and employer representatives were more likely to agree that the information provided was valuable to them than all other callers (93 per cent and 96 per cent, compared to employees (83 per cent), former employees (84 per cent) and employee representatives (84 per cent)).

4.5 Perceptions of Acas Advisers

As shown in Figure 7 overleaf, Acas callers held positive perceptions of Acas advisers, with all attributes receiving a positive score from at least four out of every five Acas callers (between 79 per cent and 98 per cent).

Figure 7: Perceptions of Acas Advisers



Source: Q6: To what extent do you agree or disagree with each of the following statements? Thinking about your call, the Acas member of staff... (Bases: 891 – 905)

The two most positive attributes of Acas advisers were being polite (98 per cent agreed), and behaving in a professional manner (97 per cent agreed). These attributes were rated significantly more favourably than all other attributes.

By contrast, despite the majority of callers (79 per cent) agreeing, a significantly higher proportion in comparison to all the other attributes (7 per cent) disagreed that the adviser explained the pros and cons of any option available to them.

4.6 Getting through to the Helpline

Whilst nearly all callers (97 per cent) were able to speak to an Acas adviser on their first call to the Helpline, almost one in five callers (17 per cent) was held in a queue for a long time, and nearly three in five callers (55 per cent) were held in a queue for a short while.

Four in every five callers (79 per cent) were satisfied with the length of time it took for their call to be answered⁸.

⁸ Satisfaction with the length of time taken to answer their call has been calculated using the first 3 points of the 7-point satisfaction scale, and includes callers who were extremely, very or fairly satisfied.

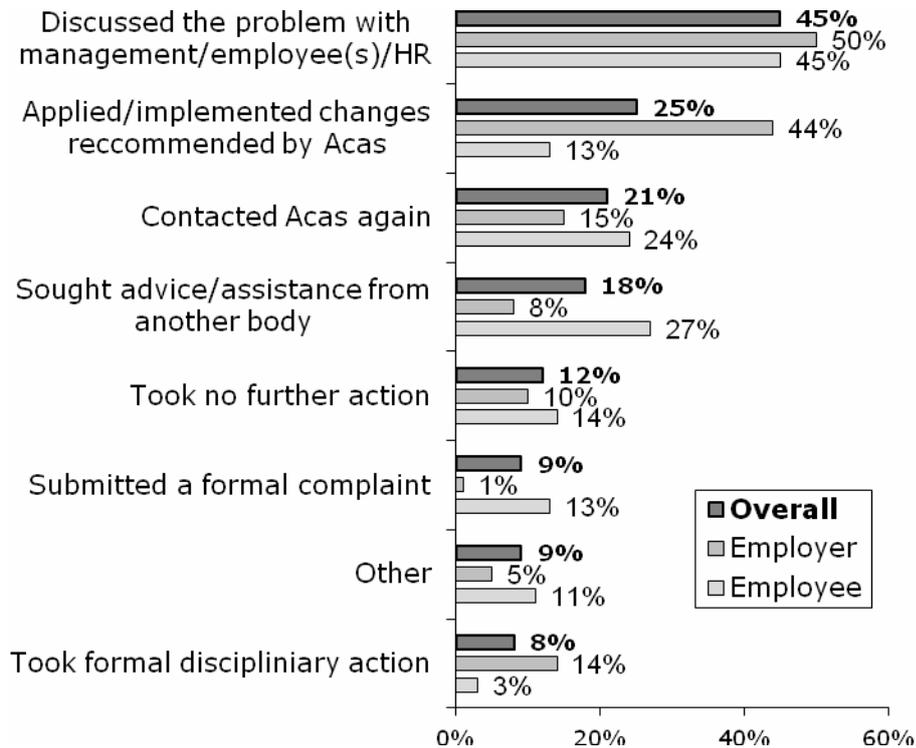
5 CALL OUTCOMES

Summary

- The most popular option to pursue after calling Acas was to discuss the problems with management, employee(s) or HR (45 per cent).
- Nearly half of all employers (47 per cent) reported that they had updated or improved the policies at their workplace after speaking to Acas. A third of all employers (33 per cent) had implemented new policies after speaking to Acas.
- Two in five employees and former employees (40 per cent) had already been thinking about making a claim to the Employment Tribunal (ET) before they called the Acas Helpline.
- A similar proportion (39 per cent) discussed making an ET claim in the course of their call. Of those who discussed the option of making an ET claim with the adviser:
 - 15 per cent have subsequently made a claim.
 - Nearly three in five (54 per cent) have not subsequently made a claim but at the time of completing the questionnaire were still thinking about it.
 - 30 per cent had not subsequently made a claim and are no longer thinking about doing so.
- Overall, 86 per cent of former and current employees who discussed the option of making a claim to the ET with an adviser found their call to the Acas helpline to be important in helping them decide whether or not to make a claim.
- 23 per cent of employee callers who were considering and discussed making an ET claim decided against this course of action as a result of their call.

As outlined overleaf in Figure 8, the most popular option for all callers to pursue after calling Acas was to discuss the problems with management, employee(s) or HR (45 per cent), followed by applying or implementing changes recommended by Acas (25 per cent), and/or contacting Acas again (21 per cent).

Figure 8: Further options pursued after calling the Acas Helpline



Source: Q10: Following your call to the Acas Helpline, what further options have you pursued? (Overall (Base: 910), Employers (Base: 249), Employees (Base: 417))

Significant differences by caller type highlight that:

- Employers (44 per cent) and employer representatives (42 per cent) were more likely than all other groups to have applied or implemented changes recommended by Acas;
- Former employees (18 per cent) were less likely than all other groups to have discussed the problem with management, employee(s) and/or HR. Employer representatives (57 per cent) were also more likely to discuss the problem than employees (45 per cent);
- Those calling as an employee (24 per cent) or a former employee (27 per cent) were more likely to have contacted Acas again than employers (15 per cent) and employee representatives (13 per cent). Employer representatives (24 per cent) were also more likely to have contacted Acas again than employee representatives (as before);
- Those calling as an employee (27 per cent) or a former employee (24 per cent) were more likely to have sought advice or assistance from another party than any other group;
- Of the callers who said that they sought advice or assistance from another party, nearly half of these (44 per cent) did so because Acas had advised them to proceed in this manner.

Furthermore, medium sized employers with between 50 and 249 staff at their workplace were more likely to have sought further advice or assistance from another body (29 per cent, compared to 12 per cent of micro employers, 17 per cent of small employers and 13 per cent of larger employers with more than 500 staff).

5.1 Impact of the call on policies and procedures – Employers

Employers were asked if they had updated or improved existing policies, or implemented any new policies at their workplace as a result of their call. Encouragingly, nearly half of all employers (47 per cent) reported that they had updated or improved the policies at their workplace after speaking to Acas. A third of all employers (33 per cent) had implemented new policies after speaking to Acas. These figures are comparable to the 2009 survey where 51 per cent reported that they had updated or improved their policies at their workplace and 33 per cent had implemented new policies.

Of the employer callers who had either updated or improved their current policies, or implemented new policies after speaking to Acas, a fifth (20 per cent) stated that they were fairly unlikely, and a further 12 per cent were very unlikely to have implemented these improvements without the advice they received from Acas. Just over two fifths (44 per cent) thought that they were fairly likely to have implemented the improvements without the advice they received from Acas, and a further nine per cent were very likely to have done so. The remaining 15 per cent stated that it was 'neither likely nor unlikely' that they would have implemented these improvements without the advice they received from Acas.

5.2 Impact of the Helpline on claims to the Employment Tribunal - Employees

Former and current employees were asked if they had been thinking about making an Employment Tribunal (ET) claim before calling the Helpline; whether this was discussed during the call and, if it was, whether a claim was subsequently submitted.

Overall, two in five (40 per cent) had been thinking about making an ET claim before they called the Acas Helpline (56 per cent of former employees, compared to 37 per cent of current employees).

A similar proportion (39 per cent; 35 per cent of employees compared to 62 per cent of former employees) actually discussed this option in the course of their call. Of those who discussed the option of making an ET claim with the adviser:

- 15 per cent have subsequently made a claim. Of these 81 per cent perceived their call to be either very or fairly important in helping them to decide whether to take this course of action, noting the low base size of 27 callers who made a claim;
- Nearly three in five (54 per cent) have not subsequently made a claim but at the time of completing the questionnaire were still thinking about it. Of these 91 per cent perceived their call to be either very or fairly important in helping to decide whether to take this course of action;

- 30 per cent had not subsequently made a claim and are no longer thinking about doing so. Of these 88 per cent perceived their call to be either very or fairly important in helping to decide whether to take this course of action.

Overall, 86 per cent of former and current employees who discussed the option of making a claim to the ET with an adviser found their call to the Acas helpline to be important in helping them decide whether or not to make a claim.

Considering employees who had discussed making an ET claim with the adviser during their call to the Helpline, 30 per cent stated that they had not made a claim and were no longer thinking about doing so.

Considering employees who were thinking about making an ET claim before they called the Helpline, and then discussed this with an adviser during their call, a quarter (25 per cent) stated that they had not made a claim and were no longer thinking of doing so. Of these, the vast majority (90 per cent)⁹ rated the Helpline as important in making this decision.

Thus, one can surmise that 23 per cent of employee callers who were considering and discussed making an ET claim decided against this course of action as a result of their call¹⁰.

5.3 Impact of the Helpline on claims to the Employment Tribunal – Employers

Of the small number of employer callers who contacted the Helpline because one or more of their employees was considering making a claim to the Employment Tribunal (27 respondents – 12 per cent of employers who answered this question), nearly all (93 per cent; 25 respondents out of a possible 27) rated the call to the Helpline as very or fairly useful in helping them to deal with the situation they were concerned about.

⁹ Note the low base size here – the 90 per cent is calculated as 26 out of 29 respondents stating that their call to the Helpline was very or fairly important in helping them decide whether or not to make a claim.

¹⁰ Note that the employee claim avoidance figure in the 2009 report is not directly comparable as it is based just on the actions of callers who were considering making an ET claim and not those who were both considering and discussed the possibility of an ET claim.

6 EXPERIENCES OF THE ACAS HELPLINE

Summary

- Nearly all callers (97 per cent) were able to speak to an Acas adviser on their first call to the Helpline.
- Over nine in every ten callers (91 per cent) reported that the length of their conversation with the Acas adviser was 'about right'.

6.1 Speaking to an adviser

Nearly all callers (97 per cent) were able to speak to an Acas adviser on their first call to the Helpline.

6.2 Length of the call

When asked about their conversation, the vast majority of callers reported that it was 'about right' (91 per cent), compared with those who reported it was too short (6 per cent) or too long (0 per cent). Three per cent of respondents didn't know.

In terms of subject area, those calling about holidays and working time (95 per cent) and redundancy, lay offs and business transfers (93 per cent) were more likely than those calling about wages (83 per cent) to report that the length of their call was 'about right'.

7 AWARENESS OF THE HELPLINE AND OTHER SOURCES OF INFORMATION

Summary

- Callers were most likely to become aware of the Acas Helpline via a recommendation from a work colleague or friend (37 per cent), or via the Acas website (36 per cent).
- Of those who had internet access (93 per cent), half (49 per cent) had tried to find the answer to their query on the Acas website before calling the Acas Helpline.
- Just one in five callers (19 per cent) thought that they could have obtained similar advice or support from an alternative source.

7.1 Awareness of the Acas Helpline

Callers were most likely to become aware of the Acas Helpline in the following ways:

- Via a recommendation from a work colleague or friend (37 per cent overall; and 46 per cent of employees, compared to 29 per cent of employers, 27 per cent of employer representatives, and 20 per cent of employee representatives);
- Via the Acas website (36 per cent overall; and 49 per cent of employer representatives and 44 per cent of employers, compared to 31 per cent of employees and 30 per cent of former employees);
- Via your company/organisation (15 per cent overall; including 36 per cent employee representatives, significant when compared to all other groups).

7.2 Internet Access

The vast majority of callers (93 per cent) had access to the internet either at work (55 per cent) or outside of work (80 per cent). Those in larger workplaces of 500 or more staff were more likely to have internet access at work (68 per cent did), than those working in a micro sized workplace of 1–4 employees (51 per cent) or 5–9 employees (52 per cent).

In terms of sector, public sector workers were significantly less likely (90 per cent) to have access to the internet either at home and/or at work than private sector (94 per cent) and voluntary sector (100 per cent) employees.

Of those who had internet access, half (49 per cent) had tried to find the answer to their query on the Acas website before calling the Acas Helpline.

7.3 Alternative Sources of Information

Two in five callers (43 per cent) did not think that they could have obtained similar advice or support from an alternative source. Part time workers (51 per cent) were more likely to be of this opinion than full time workers (40 per cent).

Of the one in five callers (19 per cent) who did think that they could have obtained advice or support from an alternative source, examples given included:

- Citizens Advice Bureau;
- Solicitors; and
- Trade Unions/Union representatives.

A further two in five callers (38 per cent) didn't know whether they could have obtained similar advice or support from an alternative source.

Four in five of those callers who identified an alternative source of advice or support (82 per cent) thought that they were likely to take up this alternative advice if the Acas Helpline was not available.

Callers working in a workplace with a personnel or human resources specialist or department were more likely to state that they would have taken up this alternative advice if the Acas Helpline was not available (90 per cent), compared to callers working in a workplace without a personnel or human resource specialist or department (75 per cent).

8 CONCLUSION

Positive trend continues

Overall satisfaction remains high with 94 per cent of all callers being satisfied with the service they received. This is further endorsed by the fact that 95 per cent would use the Helpline again, and 94 per cent would recommend the service.

Nearly all callers (97 per cent) were able to speak to an Acas adviser on their first call to the Helpline, and most callers (91 per cent) reported that the length of their call was 'about right', rather than too long or too short.

Callers continue to have positive perceptions of advisers.

Differences by caller type

There are several differences by caller type:

- *Frequency of use:* employers and employer representatives tend to call the helpline more frequently; employees on the other hand can be seen to have more one off enquiries;
- *Overall satisfaction:* is highest amongst employer representatives than any other caller type. This may be influenced by higher satisfaction levels from employer representatives seen with regards to the information helping them to decide what to do next and the information being valuable to them;
- *Taking action:* Employers and employer representatives were more likely than all other groups to apply or implement the changes recommended by Acas;
 - Employees and former employees however were more likely to contact Acas again about the same issue than employers.

ET Claims and new/improved policies/procedures in the workplace

Findings are positive:

- Nearly half of employers (47 per cent) had updated or improved policies and one third (33 per cent) had introduced new ones as a result of their call to the Acas Helpline;
- Two in five employees and former employees (40 per cent) were considering the option of making an ET claim prior to their call and a similar proportion (39 per cent) discussed making an ET claim in the course of their call. Of those who were both considering and discussed making an ET claim, 23 per cent decided against this course of action as a result of their call.

One in five callers (19 per cent) thought that they could have obtained similar advice or support from an alternative source.

9 APPENDIX

This appendix contains:

- Details of the project sampling, fieldwork dates and response rates;
- Additional tables to show:
 - Age by completion method
 - Caller type by completion method and year;
 - Gender by completion method and year;
 - Caller type by gender;
 - Helpline calls by subjects of query;
 - Main call subject by gender;
 - Main call subject by caller type;
 - Standard Industrial Classification of callers' workplaces;
 - Standard Occupational Classification of callers; and
- The final Helpline User Survey 2011 questionnaire.

9.1 Sampling

Three in every ten callers to the Acas General Helpline between 31 October and 5 November 2011 were chosen at random and asked whether they would be happy to participate in a short follow up survey, and whether they had a preference between being contacted by post or by email.

9.2 Fieldwork

The fieldwork period spanned from 10 November 2011 to 11 January 2012. After the initial mail out, three reminders were sent to non-respondents as outlined below in Figure 9:

Figure 9: Reminders by survey mode

Reminder	Postal	Online
1	Letter only	Email with link to online survey
	Tuesday 22 November 2011	Monday 28 November 2011
2	Full reminder (including questionnaire)	Full postal reminder (including questionnaire)
	Saturday 3 December 2011	Saturday 3 December 2011
3	Letter only	Email with link to online survey
	Thursday 15 December 2011	Thursday 15 December 2011

9.3 Response Rates

The overall response rate achieved was 41%.

Figure 10: Response rates by survey mode

	n	Number of responses received	Response rate (%)
Postal	1145	591 ¹¹	52
Online	1076	324	30
	2221	915	41

This project was conducted in compliance with ISO 27001, the international standard for information security systems and ISO 20252, the international standard specifically for Market Research.

9.4 Additional tables

Figure 11: Age by completion method

Caller Type	2011		
	Overall (%)	Postal (%)	Online (%)
24 and under	5	6	3
25 – 44	40	39	40
45 – 64	44	44	46
65 +	3	3	1
Don't know/Not specified	9	8	10

Source: Q41: What was your age on your last birthday? (Base: 915)

Figure 12: Caller Type by completion method and year

Caller Type	Wave 1 - 2009	Wave 2 - 2009	2011		
	Overall (%)	Overall (%)	Overall (%)	Postal (%)	Online (%)
Employer	26	24	27	28	26
Employee	44	48	46	46	47
Former employee	8	7	8	9	6
Employer rep	12	10	10	9	12
Employee rep	10	12	9	9	9

Source: Q11: When you rang the Acas Helpline, were you calling...? (Base: 915)

¹¹ 114 of these 591 respondents who returned a postal questionnaire are also included in Figure 9 as part of the online sample. This group of respondents initially specified that they would prefer to be contacted by email, but did not respond to the initial or first reminder emails. This entire group chose to respond to the postal questionnaire that was sent to them as a second reminder.

Figure 13: Gender by completion method and year

	Wave 1 - 2009		Wave 2 - 2009		2011	
	Postal (%)	Online (%)	Postal (%)	Online (%)	Postal (%)	Online (%)
Male	33	32	34	36	38	36
Female	67	68	65	64	62	64

Source: Q40: Are you... (Base: 855)

Figure 14: Caller Type by gender

	Overall (%)	Employer (%)	Employee (%)	Former Employee (%)	Employer Rep (%)	Employee Rep (%)
Male	37	36	39	49	11	46
Female	63	64	61	51	89	54

Source: Q11: When you rang the Acas Helpline, were you calling...? (Base: 915) Q40: Are you... (Base: 855)

Figure 15: Helpline calls by all subjects¹² of query (%)

	Wave 1 - 2009	Wave 2 - 2009	2011
Caller Subject	Subject of query* (%)	Subject of query* (%)	Subject of query* (%)
Discipline, dismissal and grievance	36	41	39
Contracts	43	41	38
Redundancy, lay-offs and business transfers	48	35	30
Holidays and working time	18	22	16
Absence, sickness and stress	16	18	17
Wages (including NMW)	14	16	12
Maternity, paternity and adoption	16	14	9
Diversity and discrimination	8	9	9
Others	6	7	3
Family friendly policies	8	7	4

* Percentages do not sum to 100 as callers were able to select more than one response

Source: Q5: From the list of subjects below, please indicate which were covered by your query (2011 Base: All subjects: 910)

¹² For the purpose of this table, 'all subjects' in 2011 has been defined as all subjects selected in Q5 part 1.

Figure 16: Main Call subject¹³ by gender

Call subject	Overall (%)	Male (%)	Female (%)
Discipline, dismissal and grievance	27	30	26
Contracts	19	21	17
Redundancy, lay-offs and business transfers	23	24	22
Holidays and working time	7	7	8
Absence, sickness and stress	7	5	6
Wages (including NMW)	6	7	5
Maternity, paternity and adoption	5	1	7
Diversity and discrimination	3	2	4
Others	2	1	2
Family friendly policies	1	1	1
Other	1	0	1

Source: Q5: From the list of subjects below, please indicate which were covered by your query (Base: 846) Q40: Are you... (Base: 855)

¹³ For the purpose of this table, 'main subject' has been defined as the only subject selected in Q5 part 1, or the subject identified as the main subject in Q5 part 2 by respondents who made a call to the Helpline covering more than one subject.

Figure 17: Main Call subject¹⁴ by caller type

Call subject	Overall (%)	Employer (%)	Employee (%)	Former Employee (%)	Employer Rep (%)	Employee Rep (%)
Discipline, dismissal and grievance	27	26	27	31	28	28
Contracts	19	21	20	7	16	19
Redundancy, lay-offs and business transfers	23	19	26	29	22	13
Holidays and working time	7	9	6	4	12	8
Absence, sickness and stress	7	10	5	4	10	3
Wages (including NMW)	6	2	4	21	1	17
Maternity, paternity and adoption	5	8	4	0	9	3
Diversity and discrimination	3	1	5	1	0	5
Others	2	2	2	3	0	1
Family friendly policies	1	1	1	0	0	3
Other	1	0	1	0	1	1

Source: Q5: From the list of subjects below, please indicate which were covered by your query (Base: 846) Q11: When you rang the Acas Helpline, were you calling...? (Base: 915)

¹⁴ For the purpose of this table, 'main subject' has been defined as the only subject selected in Q5 part 1, or the subject identified as the main subject in Q5 part 2 by respondents who made a call to the Helpline covering more than one subject.

Figure 18: Standard Industrial Classification of Callers' Workplaces

SIC Group	SIC Description	Percentage of Callers (%)
A	Agriculture, forestry and fishing	1
B	Mining and quarrying	0
C	Manufacturing	7
D	Electricity, gas, steam and air conditioning supply	3
E	Water supply, sewerage, waste management and remediation activities	1
F	Construction	4
G	Wholesale and retail trade; repair of motor vehicles and motor cycles	8
I	Accommodation and food service activities	8
H	Transport and storage	6
J	Information and communication	7
K	Financial and insurance activities	3
L	Real estate activities	1
M	Professional, scientific and technical activities	3
N	Administrative and support service activities	2
O	Public administration and defence; compulsory social security	2
P	Education	6
Q	Human health and social work activities	14
R	Arts, entertainment and recreation	7
S	Other service activities	6
T	Activities of households as employers; undifferentiated goods and services producing activities of households for own use	0
U	Activities of extraterritorial organisations and bodies	0
	Other	4
	Prefer not to say	7

Source: Q33: What does the organisation/business mainly make or do at the place where you worked when you called the Acas Helpline? (Base: 883)

Figure 19: Standard Occupational Classification of Callers

Caller Type	Overall (%)	Postal (%)	Online (%)
Managers, Directors and Senior Officials	33	34	32
Professional Occupations	8	5	15
Associate Professional and Technical Occupations	2	4	0
Administrative and Secretarial Occupations	13	15	10
Skilled Trades Occupations	6	6	6
Caring, Leisure and Other Service Occupations	6	8	4
Sales and Customer Service Occupations	7	8	7
Process, Plant and Machine Operatives	4	6	1
Elementary Occupations	9	11	5
Other	4	4	3
Prefer not to say	7	0	18

Source: Q34: What was the name/title of your job at the time that you called the Acas Helpline? (Base: 879)

9.5 Questionnaire

Figure 20: Helpline User Survey 2011 Questionnaire (overleaf)

Helpline User Survey 2011

Thank you for taking the time to answer these questions. The questionnaire should take no longer than 10 minutes to complete and we will keep your answers completely confidential.



Instructions

Please answer the questions as fully as you are able by crossing the boxes or writing in the spaces provided. Please read each question carefully. For most questions you will be asked to "☒" in the appropriate box next to the answer that describes you best. If you make a mistake, just blank out the mistake like this (■) and carry on. If you don't know the answer just cross the "don't know" box or leave the question blank.

If you have any queries about the survey or completing the questionnaire, please contact Cat York at ORC International on 020 7675 1061 or cat.york@orcinternational.co.uk.

Contacting Acas

If you have called the Helpline more than once recently, please answer in relation to the call you made when you were asked to take part in the survey.

Q1 When you tried to contact Acas, did you manage to speak to someone on your first call? **PLEASE CROSS ONE BOX ONLY ☒**

Yes – I got through immediately or after being held in a queue for only a few seconds	<input type="checkbox"/>	GO TO Q3
Yes – I got through reasonably promptly after being held in a queue for a short while	<input type="checkbox"/>	GO TO Q3
Yes – I got through eventually after being held in a queue for a long time	<input type="checkbox"/>	GO TO Q3
No – I hung up as soon as I heard there was a queue and called again later	<input type="checkbox"/>	GO TO Q2
No – I was waiting too long so I hung up and called again later	<input type="checkbox"/>	GO TO Q2
Don't know	<input type="checkbox"/>	GO TO Q3

Q2 If you answered 'No' in Q1, how many times in total did you call the helpline before getting through to someone? (That is, **including** the call when you got through) **PLEASE WRITE IN BOX**

Number of calls including the final call Don't know

Q3 How satisfied or dissatisfied were you with the length of time it took for your call to be answered? **PLEASE CROSS ONE BOX ONLY ☒**

<i>Extremely satisfied</i>	<i>Very satisfied</i>	<i>Fairly satisfied</i>	<i>Neither satisfied nor dissatisfied</i>	<i>Fairly dissatisfied</i>	<i>Very dissatisfied</i>	<i>Extremely dissatisfied</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 How did you become aware of the Acas Helpline? **PLEASE CROSS ALL THAT APPLY ☒**

Recommendation from a work colleague/friend	<input type="checkbox"/>	Newspaper/magazine/press article	<input type="checkbox"/>
Your company/organisation	<input type="checkbox"/>	Advertisement (e.g. radio/newspaper/magazine)	<input type="checkbox"/>
Trade union/Trade union representative	<input type="checkbox"/>	Phone book/Yellow Pages	<input type="checkbox"/>
Acas website (www.acas.org.uk)	<input type="checkbox"/>	National Minimum Wage Helpline	<input type="checkbox"/>
Business link website (www.businesslink.gov.uk)	<input type="checkbox"/>	HM Revenue & Customs (formerly the Inland Revenue)	<input type="checkbox"/>
DirectGov website (www.direct.gov.uk)	<input type="checkbox"/>	Citizens Advice Bureau	<input type="checkbox"/>
Internet/search engine (e.g. Google)	<input type="checkbox"/>	Jobcentre Plus	<input type="checkbox"/>
An Acas publication (booklet, newsletter, e-newsletter, leaflet)	<input type="checkbox"/>	Other, please specify: <input type="text"/>	<input type="checkbox"/>
Direct from Acas staff	<input type="checkbox"/>	Don't know	<input type="checkbox"/>

Your query

Q5 From the list of subjects below, please indicate which were covered by your query.
PLEASE CROSS ALL THAT APPLY IN THE FIRST COLUMN, AND CROSS ONE BOX IN THE SECOND COLUMN SHOWING THE MAIN SUBJECT OF YOUR QUERY

	1. Cross all that apply	2. Select the main subject only
Maternity, paternity and adoption (e.g. maternity rights and paternity rights, parental leave and leave relating to adoption)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Contracts (e.g. terms and conditions, notice period/pay, probation period and rights of casual/temporary/fixed-term workers)	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Diversity and discrimination (e.g. race discrimination, sex discrimination, disability discrimination, sexual orientation discrimination, religion or belief discrimination and age discrimination)	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
Discipline, dismissal and grievance (e.g. discipline procedures, dismissal, grievance procedures and bullying/harassment)	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Absence, sickness and stress (e.g. absence, sick pay and stress)	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Family friendly policies (e.g. flexible working regulations, rights of part-time workers and time off for dependants)	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆
Holidays and working time (e.g. holiday entitlement, working time regulations and bank/public holidays)	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇
Redundancy, lay-offs and business transfers (e.g. redundancy/redundancy pay, lay-offs/short-time work and company take-over/merger)	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈
Wages (including National Minimum Wage) (e.g. non payment/deduction of wage, National Minimum Wage and other wage issues)	<input type="checkbox"/> ₉	<input type="checkbox"/> ₉
Others (e.g. trade union issues, information and consultation issues and references)	<input type="checkbox"/> ₁₀	<input type="checkbox"/> ₁₀
Other, please specify: <input type="text"/>	<input type="checkbox"/> ₁₁	<input type="checkbox"/> ₁₁

Q6 To what extent do you agree or disagree with each of the following statements?
PLEASE CROSS ONE BOX ONLY ON EACH ROW

	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
Thinking about your call, the Acas member of staff...					
a. Was polite	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Was knowledgeable	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Behaved in a professional manner	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. Presented the information in an impartial way	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. Understood your query	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. Gave you enough time to discuss your query	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. Presented the information in a way you easily understood	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h. Explained the pros and cons of any options available to you	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
i. Listened carefully to what you had to say	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

Q7 To what extent do you agree or disagree with each of the following statements?
PLEASE CROSS ONE BOX ONLY ON EACH ROW

Thinking about your call, the information provided...	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
a. Answered your enquiry in full	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b. Helped you to decide what to do next	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c. Was valuable to you	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q8 Would you say that your conversation with the Helpline adviser was...?
PLEASE CROSS ONE BOX ONLY

Too long 1 *About right* 2 *Too short* 3 *Don't know* 4

Q9 Considering everything, how satisfied or dissatisfied were you with the service you received from the Acas Helpline? PLEASE CROSS ONE BOX ONLY

<i>Extremely satisfied</i>	<i>Very satisfied</i>	<i>Fairly satisfied</i>	<i>Neither satisfied nor dissatisfied</i>	<i>Fairly dissatisfied</i>	<i>Very dissatisfied</i>	<i>Extremely dissatisfied</i>
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

Q10 Following your call to the Acas Helpline, what further options have you pursued?
PLEASE CROSS ALL THAT APPLY

Applied/implemented changes recommended by Acas 1

Discussed the problem with management/employee(s)/HR 2

Contacted Acas again 3

Sought advice/assistance from another body (e.g. trade union, solicitor, Citizens Advice Bureau) 4 ⇒ If so, please cross this box if Acas advised you to contact them 5

Took formal disciplinary action 6

Submitted a formal complaint (under organisation's grievance procedure) 7

Took no further action 8

Other, please specify: 9

Q11 When you rang the Acas Helpline, were you calling...? PLEASE CROSS ONE BOX ONLY

As an employer 1 GO TO Q18

As an employee 2 GO TO Q13

As a former employee 3 GO TO Q13

On behalf of an employer (e.g. in your capacity as a lawyer or other representative, e.g. pay clerk, HR manager etc.) 4 GO TO Q12

On behalf of an employee (e.g. as a friend or relative of an employee, or as solicitor, trade union rep, or other representative of an employee) 5 GO TO Q23

Q12 Are you directly employed by the organisation you made the call about?
PLEASE CROSS ONE BOX ONLY

Yes – directly employed by the organisation 1 GO TO Q23

No – employed by another organisation/self-employed 2 GO TO Q23

Questions for Employees

Please only answer Q13 – Q17 if you called the Acas Helpline as an employee, or a former employee.

If you called the Acas Helpline as an employer, please go to Q18.

If you called the Acas Helpline on behalf of an employer or an employee, please go to Q23.

<p>Q13 Are you still employed by the same organisation as you were when you called the Acas Helpline? PLEASE CROSS ONE BOX ONLY <input checked="" type="checkbox"/></p>					
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>
<p>Q14 Before you called the Acas Helpline, had you been thinking about making a claim to the Employment Tribunal? PLEASE CROSS ONE BOX ONLY <input checked="" type="checkbox"/></p>					
Yes – I had been thinking about making a claim	<input type="checkbox"/>	No – I had not been thinking about making a claim	<input type="checkbox"/>	Don't know	<input type="checkbox"/>
<p>Q15 During your call to the Acas Helpline did you discuss the option of making a claim to the Employment Tribunal with the adviser? PLEASE CROSS ONE BOX ONLY <input checked="" type="checkbox"/></p>					
Yes	<input type="checkbox"/>	GO TO Q16			
No	<input type="checkbox"/>	GO TO Q23			
Don't know/Don't remember	<input type="checkbox"/>	GO TO Q23			
<p>Q16 Following your call to the Acas Helpline have you made a claim to the Employment Tribunal? PLEASE CROSS ONE BOX ONLY <input checked="" type="checkbox"/></p>					
Yes – I have made a claim	<input type="checkbox"/>	No – I have not made a claim, but I am thinking about it	<input type="checkbox"/>	No – I have not made a claim and I am not thinking about it	<input type="checkbox"/>
<p>Q17 How important was your call to the Acas Helpline in helping you decide whether or not to make a claim? PLEASE CROSS ONE BOX ONLY <input checked="" type="checkbox"/></p>					
Very important	<input type="checkbox"/>	Fairly important	<input type="checkbox"/>	Not very important	<input type="checkbox"/>
			<input type="checkbox"/>	Not at all important	<input type="checkbox"/>
				Don't know	<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
<p>If you called the Acas Helpline as an employee, or a former employee, please go to Q23.</p>					

Questions for Employers

Please only answer Q18 – Q22 if you called the Acas Helpline as an employer.

If you did not call the Acas Helpline as an employer, please go to Q23.

<p>Q18 Please indicate which of the following you have done as a result of your call to the Acas Helpline: PLEASE CROSS ONE BOX ONLY ON EACH ROW <input checked="" type="checkbox"/></p>			
As a result of your call to the Acas Helpline have you.....	Yes	No	Don't know
a. Updated or improved any existing policies at your workplace?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Implemented any new policies at your workplace?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p align="center">IF YOU CROSSED 'YES' FOR EITHER OF THESE OPTIONS, PLEASE GO TO Q19. IF YOU DID NOT CROSS 'YES' FOR EITHER OPTION, PLEASE GO TO Q20.</p>			
<p>Q19 If you answered 'Yes' at Q18, how likely is it that you would have implemented these improvements without the advice you received from Acas? PLEASE CROSS ONE BOX ONLY <input checked="" type="checkbox"/></p>			
Very likely	<input type="checkbox"/>	Fairly likely	<input type="checkbox"/>
		Neither likely nor unlikely	<input type="checkbox"/>
		Fairly unlikely	<input type="checkbox"/>
		Very unlikely	<input type="checkbox"/>
		Don't know	<input type="checkbox"/>

Q20 Could you provide an estimate of the total number of days of management time involved in implementing these improvements? **PLEASE WRITE IN BOX ☒**

Number of days Don't know _1

Q21 When you rang the Acas Helpline, was it in response to concerns that one or more of your employees was considering making a claim to the Employment Tribunal? **PLEASE CROSS ONE BOX ONLY ☒**

Yes _1 **GO TO Q22**

No _2 **GO TO Q23**

Q22 If you answered 'Yes' at Q21, how useful would you say the call was in helping you to deal with the situation you were concerned about? **PLEASE CROSS ONE BOX ONLY ☒**

<i>Very useful</i>	<i>Fairly useful</i>	<i>Not very useful</i>	<i>Not at all useful</i>	<i>Don't know</i>
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5

The Acas Helpline in General

These questions apply to everyone.

Q23 Do you think you could have obtained similar advice or support from an alternative source? **PLEASE CROSS ONE BOX ONLY ☒**

Yes, please specify: _49 **GO TO Q24**

No _50 **GO TO Q25**

Don't know _51 **GO TO Q25**

Q24 If you answered 'Yes' at Q23, how likely or unlikely is it that you would have taken up this alternative advice if the Acas Helpline was not available? **PLEASE CROSS ONE BOX ONLY ☒**

<i>Very likely</i>	<i>Fairly likely</i>	<i>Neither likely nor unlikely</i>	<i>Fairly unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _6

Q25 How likely or unlikely are you to recommend the Acas Helpline to a friend or work colleague? **PLEASE CROSS ONE BOX ONLY ☒**

<i>Very likely</i>	<i>Fairly likely</i>	<i>Neither likely nor unlikely</i>	<i>Fairly unlikely</i>	<i>Very unlikely</i>
<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5

Q26 Approximately how many times **in the last 12 months** have you used the Acas Helpline? (including the call where you were asked to take part in this survey) **PLEASE WRITE IN BOX ☒**

Number of times used in last 12 months Don't know _1

Q27 Do you have access to the internet? **PLEASE CROSS ALL THAT APPLY ☒**

Yes – at work _1 **GO TO Q28**

Yes – outside of work _2 **GO TO Q28**

No – I do not have access to the internet _3 **GO TO Q29**

Q28 If you have access to the internet, did you try to find the answer to your enquiry on the Acas website before you called the Helpline? **PLEASE CROSS ONE BOX ONLY ☒**

Yes _1

No _2

Don't know/Don't remember _3

Q29 Please indicate how likely or unlikely you are to use the following sources for information on employment issues in the future. **PLEASE CROSS ONE BOX ONLY ON EACH ROW** ☒

	<i>Very likely</i>	<i>Fairly likely</i>	<i>Not very likely</i>	<i>Not at all likely</i>	<i>Don't know</i>
a. The Acas Helpline	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. The Acas Website	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Acas publications	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

Your workplace

The next few questions are about your **workplace** and the larger **organisation** that your **workplace** is part of. By **workplace** we mean the site or location at, or from, which you work. Please answer these questions in relation to the workplace you were based at when you called the Acas Helpline.

Q30 Approximately how many employees are there at your workplace? **PLEASE CROSS ONE BOX ONLY** ☒

1 to 4	<input type="checkbox"/> ₁	50 to 99	<input type="checkbox"/> ₄	500+	<input type="checkbox"/> ₇
5 to 9	<input type="checkbox"/> ₂	100 to 249	<input type="checkbox"/> ₅	Don't know	<input type="checkbox"/> ₈
10 to 49	<input type="checkbox"/> ₃	250 to 499	<input type="checkbox"/> ₆		

Q31 Is your workplace part of a larger organisation? **PLEASE CROSS ONE BOX ONLY** ☒

Yes	<input type="checkbox"/> ₁	GO TO Q32
No	<input type="checkbox"/> ₂	GO TO Q33
Don't know	<input type="checkbox"/> ₃	GO TO Q33

Q32 Approximately how many employees work for the organisation as a whole? **PLEASE CROSS ONE BOX ONLY** ☒

Less than 50	<input type="checkbox"/> ₁	500 to 999	<input type="checkbox"/> ₄	Don't know	<input type="checkbox"/> ₇
50 to 249	<input type="checkbox"/> ₂	1000 to 4999	<input type="checkbox"/> ₅		
250 to 499	<input type="checkbox"/> ₃	5000 +	<input type="checkbox"/> ₆		

Q33 What does the organisation/business mainly make or do at the place where you worked when you called the Acas Helpline? (e.g. 'care home', 'bank', 'construction company', 'supermarket') **PLEASE WRITE IN BOX BELOW**

Q34 What was the name/title of your job at the time that you called the Acas Helpline? (e.g. 'care worker', 'administrator', 'resource manager', 'carpenter') **PLEASE WRITE IN BOX BELOW**

Q35 When you rang the Helpline, were you... **PLEASE CROSS ONE BOX ONLY** ☒

A full-time employee (30+ hours per week)	<input type="checkbox"/> ₁
A part-time employee (less than 30 hours per week)	<input type="checkbox"/> ₂
Self-employed	<input type="checkbox"/> ₃
An agency worker/temp	<input type="checkbox"/> ₄
Unemployed	<input type="checkbox"/> ₅
Prefer not to say	<input type="checkbox"/> ₆

Q36 How long has your organisation/business been in operation? **PLEASE CROSS ONE BOX ONLY** ☒

<i>Less than 12 months</i>	<i>1 year, up to 2 years</i>	<i>2 years, up to 5 years</i>	<i>5 years or more</i>	<i>Don't know</i>
<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

Q37 Do you work in the... **PLEASE CROSS ONE BOX ONLY** ☒

Private sector	<input type="checkbox"/> ₁
Public sector	<input type="checkbox"/> ₂
Not-for-profit/voluntary sector	<input type="checkbox"/> ₃
Don't know	<input type="checkbox"/> ₄

Q38 Does your workplace have a personnel or human resources specialist or department? **PLEASE CROSS ONE BOX ONLY** ☒

Yes	<input type="checkbox"/> ₁	No	<input type="checkbox"/> ₂	Don't know	<input type="checkbox"/> ₃
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Q39 As far as you are aware, are there formal discipline and grievance procedures in your workplace? **PLEASE CROSS ONE BOX ONLY** ☒

Yes	<input type="checkbox"/> ₁	No	<input type="checkbox"/> ₂	Don't know	<input type="checkbox"/> ₃
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About you

The following questions are optional. You do not have to complete them. However, any information you do provide will help Acas ensure that their services are meeting the needs of all sections of the population.

Q40 Are you... **PLEASE CROSS ONE BOX ONLY** ☒

Male	<input type="checkbox"/> ₁	Female	<input type="checkbox"/> ₂
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Q41 What was your age on your last birthday? **PLEASE WRITE IN BOX BELOW**

years old

Q42 Would you say you speak English as your first or main language? **PLEASE CROSS ONE BOX ONLY** ☒

Yes	<input type="checkbox"/> ₁	No	<input type="checkbox"/> ₂
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Q43 Do you have any long-term illness, health problem or disability? By long-term, we mean that it can be expected to last for more than one year. **PLEASE CROSS ONE BOX ONLY** ☒

Yes	<input type="checkbox"/> ₁	No	<input type="checkbox"/> ₂
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Q44 What is your religion? **PLEASE CROSS ONE BOX ONLY** ☒

No religion	<input type="checkbox"/> ₁
Christian (including Church of England, Catholic, Protestant and all other Christian denominations)	<input type="checkbox"/> ₂
Buddhist	<input type="checkbox"/> ₃
Hindu	<input type="checkbox"/> ₄
Jewish	<input type="checkbox"/> ₅
Muslim	<input type="checkbox"/> ₆
Sikh	<input type="checkbox"/> ₇
Any other religion, please write in: <input style="width: 150px; height: 20px;" type="text"/>	<input type="checkbox"/> ₄₉

Q45 What is your ethnic group? PLEASE CROSS ONE BOX ONLY

White	English/Welsh/Scottish/Northern Irish/British	<input type="checkbox"/>	1
	Irish	<input type="checkbox"/>	2
	Gypsy or Irish Traveller	<input type="checkbox"/>	3
	Any other White background, write in: <input type="text"/>	<input type="checkbox"/>	4
Mixed/multiple ethnic groups	White and Black Caribbean	<input type="checkbox"/>	5
	White and Black African	<input type="checkbox"/>	6
	White and Asian	<input type="checkbox"/>	7
	Any other Mixed/multiple ethnic background, write in: <input type="text"/>	<input type="checkbox"/>	8
Asian/Asian British	Indian	<input type="checkbox"/>	9
	Pakistani	<input type="checkbox"/>	10
	Bangladeshi	<input type="checkbox"/>	11
	Chinese	<input type="checkbox"/>	12
	Any other Asian background, write in: <input type="text"/>	<input type="checkbox"/>	13
Black/African/Caribbean/Black British	African	<input type="checkbox"/>	14
	Caribbean	<input type="checkbox"/>	15
	Any other Black/African/ Caribbean background, write in: <input type="text"/>	<input type="checkbox"/>	16
Other ethnic group	Arab	<input type="checkbox"/>	17
	Any other ethnic group, write in: <input type="text"/>	<input type="checkbox"/>	18

Q46 Are you...? PLEASE CROSS ONE BOX ONLY

Heterosexual or straight	<input type="checkbox"/>	1
Gay or lesbian	<input type="checkbox"/>	2
Bisexual	<input type="checkbox"/>	3
Other	<input type="checkbox"/>	4
Prefer not to say	<input type="checkbox"/>	5

Q47 Are you a member of a trade union? PLEASE CROSS ONE BOX ONLY

Yes	<input type="checkbox"/>	1	No	<input type="checkbox"/>	2	Don't know	<input type="checkbox"/>	3
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Q48 It is possible that Acas may undertake some further research to follow up on particular issues arising from this survey. Would you be willing to be re-contacted by Acas for this purpose? Acas will use your personal data for research purposes only. PLEASE CROSS ONE BOX ONLY

Yes	<input type="checkbox"/>	1	No	<input type="checkbox"/>	2
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Thank you for completing this survey
Please now return your form in the enclosed reply paid envelope to:
ORC International, 6a Liverpool Road, London, N1 0PU

If you have any additional comments or suggested improvements you would like to see made to the Helpline, you can email these to ORC International at cat.york@orcinternational.co.uk

